

The Wisconsin Association of Fairs awarded several awards at the 2026 WAF Annual Convention at the Chula Vista Resort in Wisconsin Dells, January 11-15.

Hall of Fame Award: Awarded to a fair board/county fair committee member (or couple) based on 12 years or more of active service.

District 1, Dale Ayers, Vilas County Fair

Dale Ayers of Eagle River was Elected to the Vilas County Fair Board in 1983. Dale began his journey as a youth exhibitor in 4-H and moved on to open class photography.



A detached retina caused him to lose his “Good Eye” for photography. This happened about the time he was unable to purchase film for his 35mm camera as cameras turned digital. His last entry, however, earned him a Best of Show.

Dale grew up in a fair family as his father was the fair board president and his mother the secretary, both for 35 years.

With his strong work ethic, Dale helps wherever needed. If someone needs assistance, Dale is there even if it is not in his job description.

Dale values the true experience of a county fair and wants every fair to be the best it can be for all to enjoy. At the state level he has served on the Awards and Resolutions committee since 2022.

Dale credits his wife and family, and fair board family for his successes. Without their support he would not have come this far.

His dedication to both his community of Eagle River and to the Vilas County Fair has earned Dale Ayers the Hall of Fame Award.

District 2, Bruce and Coke Scheider, Burnett County Ag Society Fair

In 1977, Bruce and Coke were married after a courtship that began at the Burnett County Agricultural Society Fair. Both of their parents were heavily involved with the fair and so it was only natural that Bruce and Coke become superintendents the following year.



Bruce, who is currently president of the board, began that leadership role in 1980. He has served as a director, vice president and for most of those years as president. For the past 13 years Coke has served as Secretary.

From 1988-2019 they owned and operated a family restaurant all the while raising a family and running the fair. Their skills were put to good use as they were instrumental in the construction of 2 new buildings for concessions. For many years, Bruce has been the lead contact for the Demolition Derby, which is a fair tradition. From ordering porta potties, ribbons and trophies to finding superintendents, entertainment and vendors, there isn't a part of the fair that this duo doesn't play a part in. With Coke's green thumb, she designs and plants the planters that welcome fairgoers.

Constantly searching for new ideas, they attend District 2 meetings and have attended WAF State Conventions. For 47 years Coke and Bruce have been the life thread of the Burnett County Agricultural Society Fair.

District 3, Scott Zirzow, Sauk County Fair

For more than 40 years, Scott has been a part of the Sauk County Fair, starting as a youth during his dad's employment with the fair. After years of volunteering, Scott joined the board serving as Director, Vice-President, and currently is the President.



From garbage duty to building shelves, mowing the grounds to cleaning the restrooms, committee meetings, board meetings, and community meetings, Scott does it all. His dedication, attitude, work ethic and love of the fair have made a lasting impact on our fair, fairgoers, exhibitors, board, committees and the community our fair serves.

Scott doesn't give up on anyone. Without hesitation he listens, gives advice and strengthens their ability to believe in themselves as they grow and soar in their service to the fair. Scott is well-known in the fair world and our community. His extreme passion and love for all things fair include enjoyable moments as fairgoers encounter the carnival, food, and entertainment. He loves watching exhibitors achieve a sense of accomplishment through exhibiting at the fair. He willingly takes on dirty jobs, late hours, meetings along with tough conversations and game time decisions. His commitment to the Sauk County Fair has earned him the Hall of Fame Award.

District 4, Susan Grulich, Kenosha County Fair

Sue Grulich has been deeply involved with the Kenosha County Fair dating back prior to her 50 years as an adult. She started her journey as a 4-Her herself and upon graduating, she jumped into being a Superintendent to multiple Junior Fair Departments.



As she got more involved, she joined the board of 21 directors and has been on the board for over 30 years. She has served both as a general director and as an executive board member. Sue has also taken on the leadership role for the Junior Fair exhibit buildings and oversees the superintendents in those areas.

Outside of fair week, Sue steps up to help with various association events. Taking tickets, selling food, assisting with traffic flow are just a few of the areas that you will find her. She works with the 4-H council on various aspects and is a liaison between the fair and the council.

She is someone that truly puts her heart and soul into the Kenosha County Fair Association and we appreciate her commitment to our organization and the kids involved.